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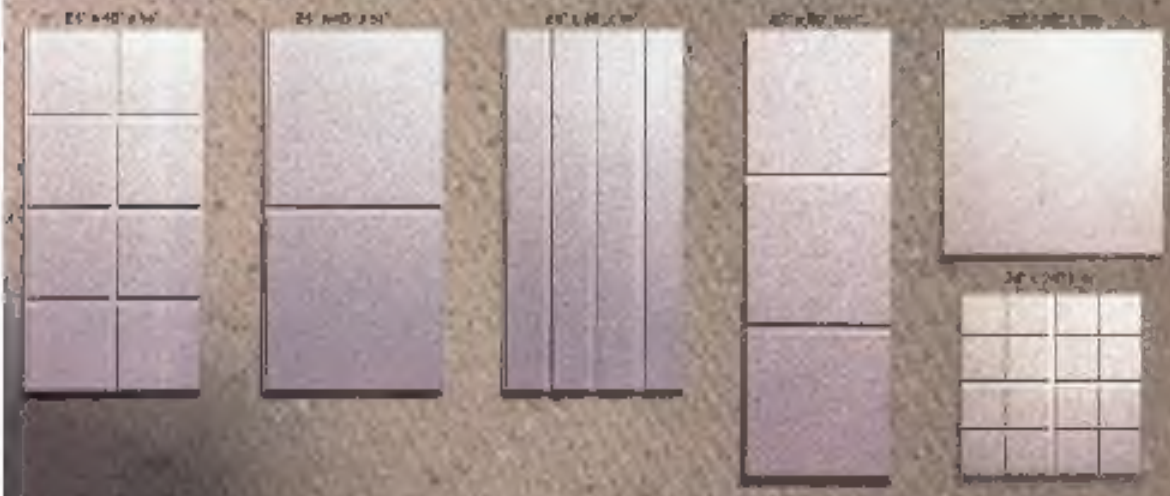

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September/October, 1989
Volume 36, No. 5

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The 98th FAA/AIA Annual Conference is being held in Boca Raton this month. The setting for three days of meetings, seminars and award activities will be the Boca Raton Hotel and Club, which opened as The Cloister in the winter of 1926. Should the delegates need a fantastic display of creating the greatest resort in the world, let them visit the [illegible]. Which is [illegible] the most sumptuous hotel in Florida cost the architect and builder his fortune, injured his reputation and some say his wealth. But the name Addison Mizner is so inextricably interwoven with the term "Florida Boom" that it is hard to say which came first. Beyond the chicken and egg analogy, it is also interesting to consider Mizner's role in the design-build technology [illegible] Mizner [illegible] and left the management or sale of real estate to others more experienced in those matters, might he and The Cloister have [illegible] the corner of [illegible]?

All was Addison Mizner was a man with a dream. The realization of that dream was The Cloister. Toward the realization of his dream, Mizner imported roof tiles and [illegible] from Spain by the boatload and what he couldn't import or buy he crafted in "[illegible] old" and "Spanish" — two of the design criteria he used for his Florida buildings during the [illegible].

While Frank Lloyd Wright is credited with having described Addison Mizner with "Many architects have imaginations, but only Mizner has the courage to let his out of the cage," I've never been completely sure of the context of the statement. There is little doubt about the [illegible] that Wright [illegible]. While Wright could [illegible] have selected the French Chateau or the Palladian [illegible] as worthy styles for the wealthy Floridians whose homes he designed, it was to Spain that he looked for his inspiration and for that reason, and no other, Spanish Revival, as adapted by Addison Mizner for the Palm Beach [illegible], became the style of the Florida boom.

I think Mizner's greatness was in the scope and scale of his vision for Boca Raton to create "a hotel and [illegible] community with the best of everything — the widest streets, the finest [illegible], the most elegant residences — [illegible]." The [illegible] was also [illegible]. His concern extended beyond the [illegible] and included [illegible] overseeing construction and publicity. During the 1970's in frontier Florida, the concept of design-build or of architect as designer/developer was unknown. While Mizner should be credited for the originality of his Mizner Development Corporation concept, he literally bit off more than he could chew. The dream was too big and quickly got out of hand. The Cloister remained open for less than a year, closing in late 1926. Mizner lived for [illegible] more years and died in Palm Beach.

Mizner's legacy is in a place to bask in the luxury of the 1920's surrounded by antique furnishings, art and architectural components imported from Spain. At the Awards Banquet on September 2[illegible], the recipients of the Awards for Excellence in Architecture will receive the recognition of their peers amidst the grandeur that was Boca Raton in the 1920's, the realization of Addison Mizner's dream of creating "the greatest resort in the world." *Wayne D. Carter*

NEWS

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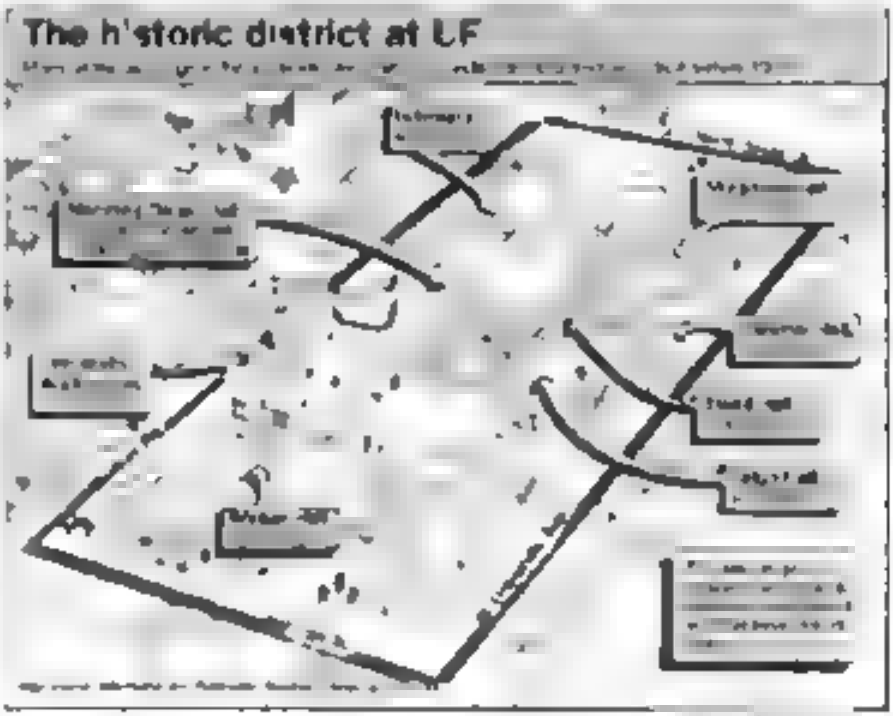

tectural and engineering Practice [illegible] Tampa [illegible]

In his discussion of manpower and billings projections, [illegible] demonstrating importance of keeping projections flexible enough to react meaningfully to the ebb and flow of work and scheduling. Projections should be updated at a regular time each week using rate backed out of the remaining fees for billings where available and standard rates where not.

Other topics that are discussed in the current issue include Ownership Transition, Reorganization for Project Management and Client Management. All professionals who are interested in getting effective practice information in easily digested capsule form will find this a helpful publication.

Home of the Future to be Showcased

More than 5,000 people will step into the future this fall when they enter The New Southern Home, a residential prototype for the 1990's sponsored by the Southeastern Builders Conference.

The annual project combines the best of products and design to build a home that is representative of life in the sunbelt states in the year 2000. Some national sponsors include Pella Windows, Sherwin-Williams, Quaker Maid cabinets and Lightolier.

The house, which will be located in Longwood, Florida, will be open to the public September [illegible]. Proceeds from the admission will go to the central Florida Zoological Park.

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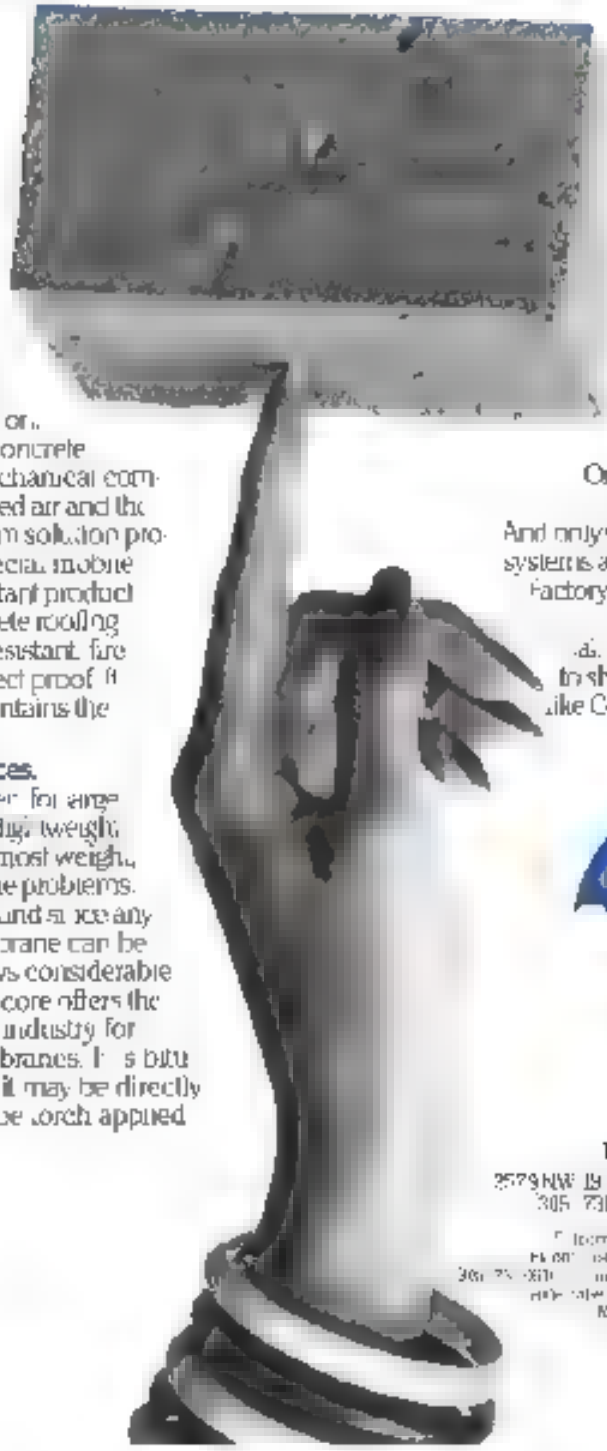

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VIEWPOINT

Mapping The Common Ground

by Robert T. Segraves, AIA

[illegible] *gentleman from the profession* [illegible] *offices must train young architects to do the basic tasks of* [illegible]

[illegible] and a responsibility not to follow the profession but to [illegible]

[illegible]

The conversation is vital and immediate. It is also fundamental to the debates which have colored the often [illegible] relationship between American architecture schools and the profession for the past one hundred and [illegible] years.

From the beginning, these debates [illegible] institutions allied [illegible] educational [illegible] of the participants as much [illegible] the immediate interests of the institutions [illegible] for example. [illegible] the purpose of the [illegible] the [illegible] is the [illegible] the Institute [illegible] disagreement [illegible] diversity while it has been the [illegible] of the school [illegible] the [illegible] academic [illegible] protectorates of tradition [illegible] disappointment [illegible] the face of bureaucratized normalization. From the point of view of the academy, then, the school rather than being a simple mirror of the profession, seems more a [illegible] of distortions, an [illegible] of fantasies in an [illegible] world. Overeducated, [illegible] graduates [illegible] unable to meet the demands of the common place.

From the point of view of the school, the profession simply doesn't deal as [illegible] of these highly educated, [illegible] people.

"[illegible] architecture) has become a secondary service profession, less and less able to maintain the tradition of architecture as a cultural art."

[illegible] is important that today schools of [illegible] and a very [illegible] function. As in [illegible] example, the architecture program at the University of Florida is an agent [illegible] exchange, a place to the reciprocal relationships which constitute the institution of architecture. We seek [illegible] and we demand [illegible] but we do not displace or replace the [illegible] of others.

[illegible] briefly explain how I think we do this. The College of Architecture [illegible] the largest [illegible] in the United States and the Architecture Department, in terms of student numbers, is also one of the largest. The professional program [illegible] a Master of Architecture degree and students follow [illegible] year course of study. The [illegible] program [illegible] a post-professional graduate course of study for students with a non-architecture undergraduate degree. In addition, the Department offers [illegible] post-professional the Master of Architecture and in Advanced Studies, for those who wish to undertake spo[illegible] work [illegible] of our [illegible] [illegible] [illegible] transnational, [illegible] environmental economics, [illegible] in architectural [illegible] and theory and the Ph.D. in Architecture [illegible] those who wish to pu[illegible] advanced [illegible] scholarship.

The Department operates [illegible] year round program in the Basilica Palladiana in Vicenza, Italy, a summer program [illegible] and two preservation institutes, one on Nantucket and the other in the [illegible] Caribbean.

Intertwined with these academic programs is an extensive agenda of architectural research, from acoustics and computer technology to [illegible] and theoretical scholarship.

We do have a long tradition of intense commitment to teaching, but rapidly, they are enlarging the [illegible] relationships to profession and to society in terms of community service, research and practice. Our new faculty for 1989-90 includes [illegible] Skidmore, Owings and Merrill fellows, an AIAS National Teacher of the Year, and the recent winner of the Berlin Museum competition. Three of the faculty are female. During the past year, one faculty member was the AIA Teacher of the Year Award and the winners of the Florida Solar Energy Competition.

To suggest that there is [illegible] priority [illegible] legitimacy in the program [illegible] the present and [illegible] past. But there is also worth in the capacity of an institution to change to respond to criticism, both internal and external, to [illegible] innovation. As the University of Florida has evolved into one of the two American research and academic [illegible] as a department [illegible] changes as well. The pattern of growth can be summarized in [illegible] and communication [illegible] [illegible]

A renewed commitment to be [illegible] education must be broad, based in [illegible] understanding, not narrowly focused in professional training.

[illegible] the essential nature [illegible] study in professional [illegible] that is [illegible] commitment [illegible] necessary [illegible] relationship between research and scholarship and practice.

A commitment to [illegible] diversity [illegible] influx [illegible] as the [illegible] of the institutions of architecture are brought critical reassessment.

[illegible] commitment to [illegible] understanding.

[illegible] commitment to community [illegible] and extension.

As part of the University's pattern of growth, one commitment must be to the idea of the profession as an academic subject to be studied, criticized and understood.

These [illegible] are entangled [illegible] generalizes [illegible] that the relationship between the school and the profession is best served by our being [illegible] participatory rather than [illegible] and reflective. The translation into the [illegible] that our students will develop probing and critical minds as well as [illegible] and professional competence [illegible]. Also we expect them to be [illegible] and sometimes painful [illegible] of the nature of the [illegible] in which they are being [illegible] expect them to value the [illegible] that architecture is not just [illegible] for problem solving and profit seeking, but is a mode of thought, a form of expression, a tradition and [illegible] which is [illegible] perpetuation [illegible] even radical [illegible] of our [illegible] culture.

[illegible] we expect even more [illegible] to be [illegible] means to [illegible] and vigorously [illegible] brought to action [illegible] that is our essential responsibility. To the extent that we do that is the extent to which we achieve that vital [illegible] with the profession and its extent to which we [illegible] and build on [illegible] common ground called architecture.

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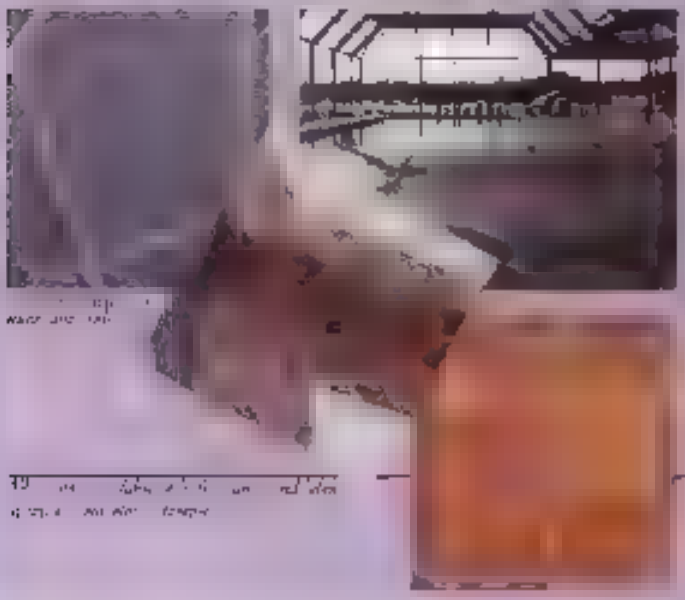

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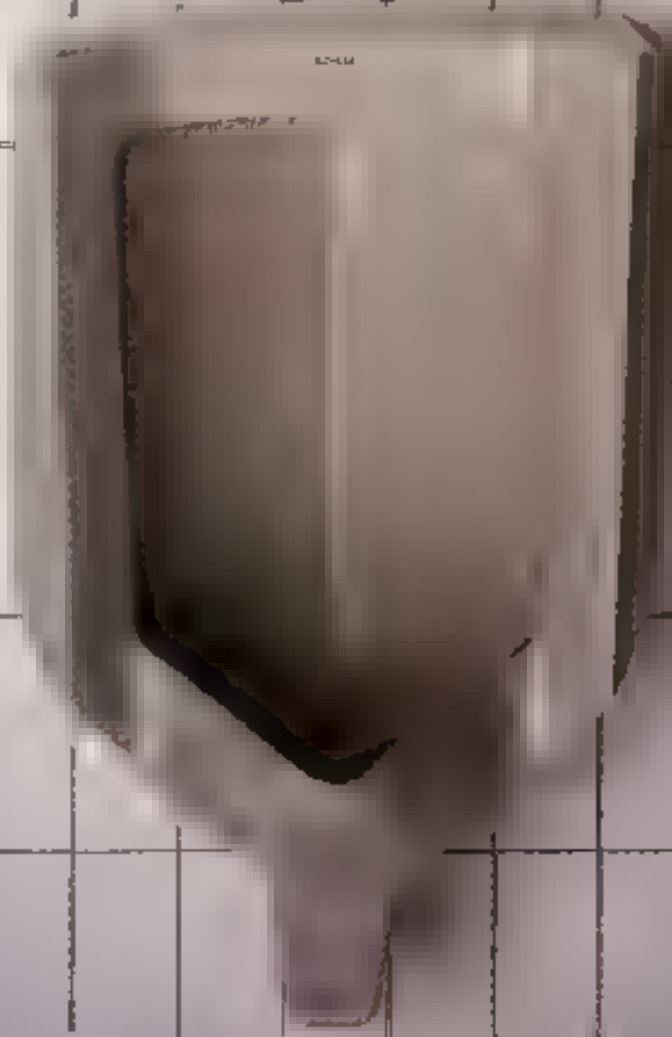

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A handful of preferred architects will be selected before October 30th for recommendation to Cobblestone Country Club homesite buyers. Examples of their work will be featured in a two-day on-site exhibit in January 1990 and in publications to be distributed to buyers and other interested parties*.

Architects who wish to be considered for inclusion in this unique program should submit material representative of their capabilities in the styles described, including color and black & white renderings and floorplan headlines, along with an application form, to Managing Partner John Thompson by September [illegible] 1989. (To obtain an application form, call (407) 597-4501.)

All submissions will be reviewed by a panel of professional advisors, and those selected as preferred architects will be so advised no later than October 30, 1989.

DESIGN ◇ CRITERIA

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1989 FAAIA Awards for Excellence in Architecture

The 1989 Design Awards jury met in St. Augustine at the office of Mackey Associates. There were only minor reviews; histories and frontispieces were premeasured.

The entry was superior, with an overall high quality in the submitted projects. In keeping with Florida's rich palette of climate and landscape, the jury felt most of the buildings were enhanced by an indoor-outdoor lifestyle that gives them a good impact. The preservation projects in St. Augustine were universally rewarding and truly a thrill to see.

Compared to Florida's tremendous growth, the jury felt that there were not as many buildings which dealt with new types. Many of Florida's new buildings seem to have a very limited relationship with the land, and the jury felt that this was a shortcoming. Modest, practical, attractive solutions to the problems World Architecture is having in the incorporated projects. The jury likes the idea of helping the outdoor lifestyle and vice versa.

Surprisingly, the jury felt that most of the submitted projects drew from a Post-modern repertoire.

The Jury

Eugene J. Mackey, AIA
Chairman of the Jury

Eugene J. Mackey, founder of Mackey Associates in 1965, and is a past president of the Jacksonville Chapter which hosted the year's national AIA convention. In the past ten years, Mackey has won numerous national, state, and local awards, and in May he was named the recipient of the St. Louis Construction News & Review People's Choice Award for two projects: the Visitor Information Center at St. Augustine Union Station and Jacksonville Station. Of Course, Mackey, however, feels that the Mercer Botanical Gardens in St. Augustine, his own project, are his favorite.

William A. Bowersox, FAIA

William A. Bowersox is president of Bowersox & Associates and is the author of the book *Design*. The firm specializes in institutional and educational facilities, and is the winner of the Mayor's Beautification Award, the Gold Medal of the Jacksonville Chapter AIA, and the recipient of a number of national, state, and local awards.

Louis R. Sapp, AIA

Louis Sapp, vice president of Sapp & Wilson & Associates, is a fellow in architectural firms in Jacksonville. He is a member of the national AIA and has also served on the Design committee. Recently he was a recipient of the AIA Jacksonville Chapter Award for the design of Parkway North Senior High School in St. Augustine. Sapp was a Stoddard Fellow at Washington University in St. Louis. He has also been a practicing professor.

Miracle Center

Miami, Florida

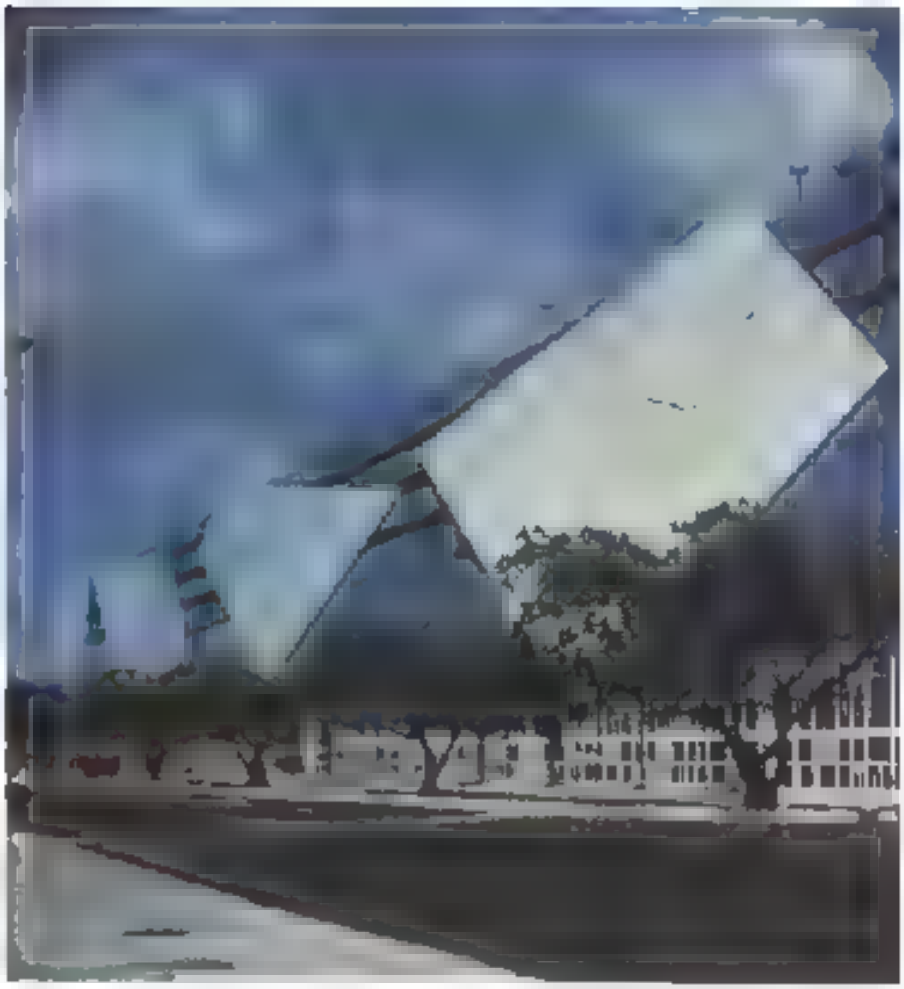
Architect
Arquitectonica International Corporation
Coral Gables, Florida

Developer
Fort Lauderdale Properties
Sunbeam Developers

Consulting Engineers
Florida Engineering Services
Lopez-Aguero & Associates
[illegible] Moak & Associates
[illegible] & Pang & Associates
Agemasino Viale & Associates

Landscape Architects
Alberto K. Perez & Associates

General Contractor
[illegible]

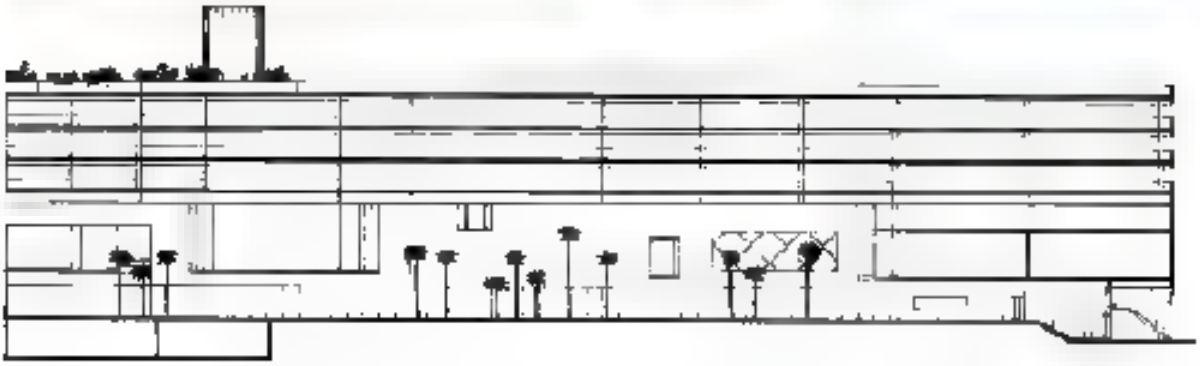


The project is a mixed-use, multi-level urban [illegible] located on a [illegible] site within an extension of Downtown Coral Gables. The design maximizes the [illegible] space, [illegible] pedestrian [illegible] and [illegible] a [illegible] into a [illegible] as well as an urban landmark.

The commercial [illegible] are organized on three levels of a block-long rectangle. A [illegible] 60-foot-wide [illegible] through the [illegible] from street to street. At the [illegible] level, the [illegible] lobby and [illegible] spaces [illegible] the [illegible] bridge. Also on the upper [illegible] the [illegible] [illegible] interest and energy [illegible] the storefront [illegible] below.

[illegible] the building [illegible] [illegible] [illegible]

Photos by Patricia Fisher and Jim Jones



Tokyo Rose Restaurant

North Miami, Florida

Architect
Mario Rizo Associates
Coconut Grove, Florida
Armando M. Rizo, AIA
Principal-in-charge
Rosary J. Mazza, AIA
Principal

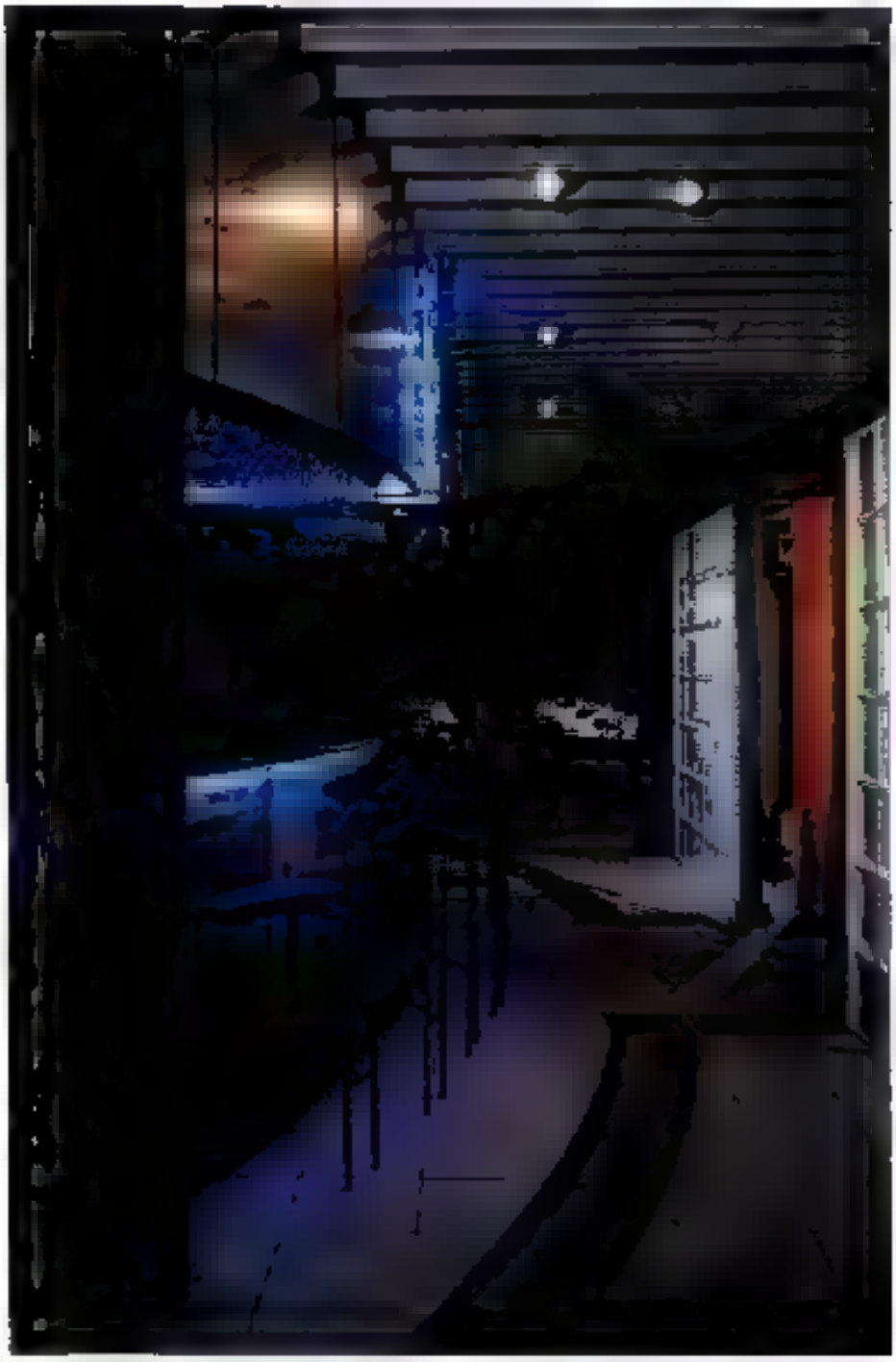
Consulting Engineers
Rosas Chayna Engineers

Owner
Masa Yamazaki

General Contractor
Romero Brothers-West, Inc.

Tokyo Rose is a 3,500 square foot restaurant located in a very conventional strip center. Working within the confines of a typical lease space, the challenge was to create a unique ambience for dining that would transport guests into an urban setting different from the one outside.

The design direction became one of bringing into the restaurant the feeling of being a part of a narrow pedestrian street that cuts through the dining room. The "street" fragments the 1000 foot-square, rectangular room along its path. A bookcase on the street is the back of the restaurant's main bar which is entered through two bright yellow columns. The bar and the kitchen area behind it are separated by a glass wall, creating a stage set for food preparation. Guests can sit at a table at the bar and watch food being prepared on the grille area.



Jury "This ambitious design is presented as a total set of ideas under the complete control of the architect. The price was simple but special in that it has good [illegible] of light, time and material patterns."

Photos by [illegible]

Rados Residence

Tampa, Florida

Architect
Rick Rados Architects

Consulting Engineers
Carlson and Fernandez
Burton and Bailey

Landscape Architect
Rick Rados

Owner
Mr. and Mrs. Rick Rados

General Contractor
Brown and Brown, Inc.

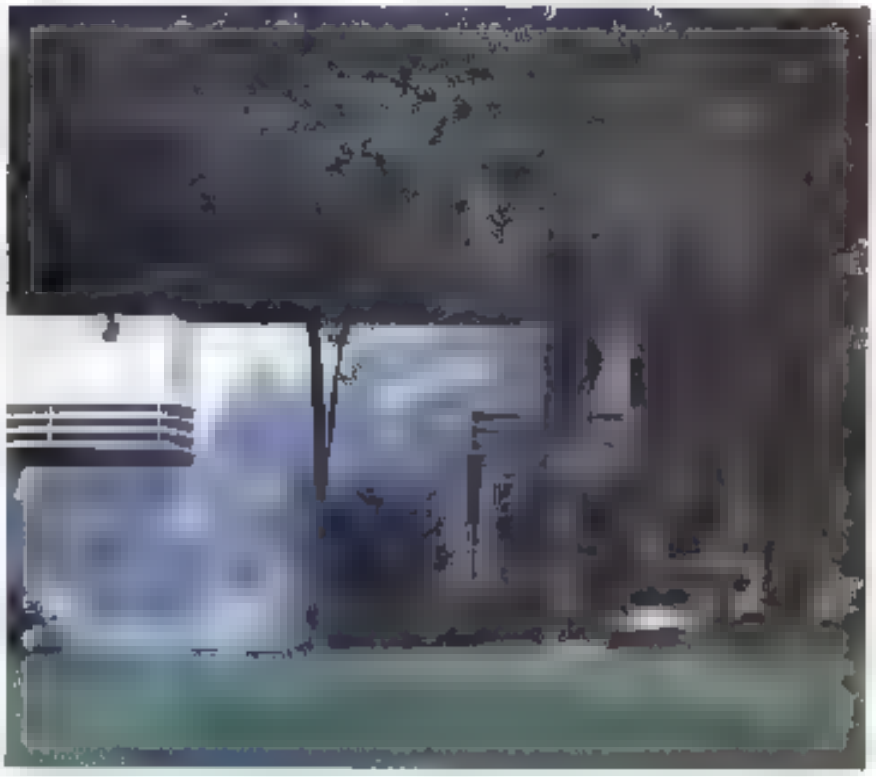
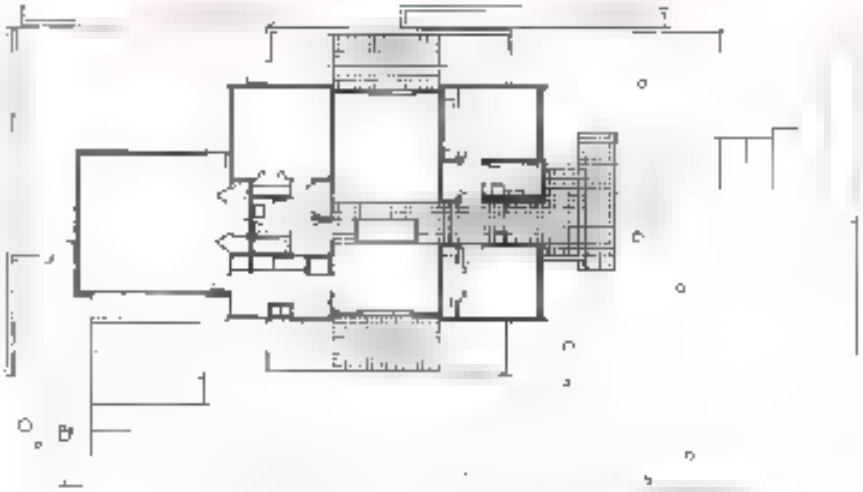


Photo by George Cserr



The design responds to the urban context and the Florida sunlight, which is both friend and foe. It also responds to a program that calls for spaces that are bright and open, and also private. An additional geometric consideration is that spaces that could be economically air-conditioned

The construction [illegible] insulation, light [illegible] transmitting glass, [illegible] daylight and [illegible] maximum end-of-[illegible] protection if for entertainment on during warm nights. The [illegible] exterior [illegible] sunlight while keeping [illegible] inside the opening.

Strong walled courtyards at each end of the living-dining space allow [illegible] to be opened for [illegible] as well as for visual [illegible] space while [illegible] light and [illegible] the [illegible] as the [illegible] room and [illegible] were selected [illegible] the [illegible] aspect [illegible]

Joys This looks like a Florida house. The [illegible]

The [illegible] attempt to deal with light and [illegible] through the [illegible] and [illegible] the outside. The [illegible] landscape [illegible] and [illegible] are good.

Burger King Corporate Headquarters

Miami, Florida

Architect
Hellmuth, Obata and Kassabaum, Inc
St. Louis, MO/Tampa, Florida

Consulting Engineers
HOK Engineers

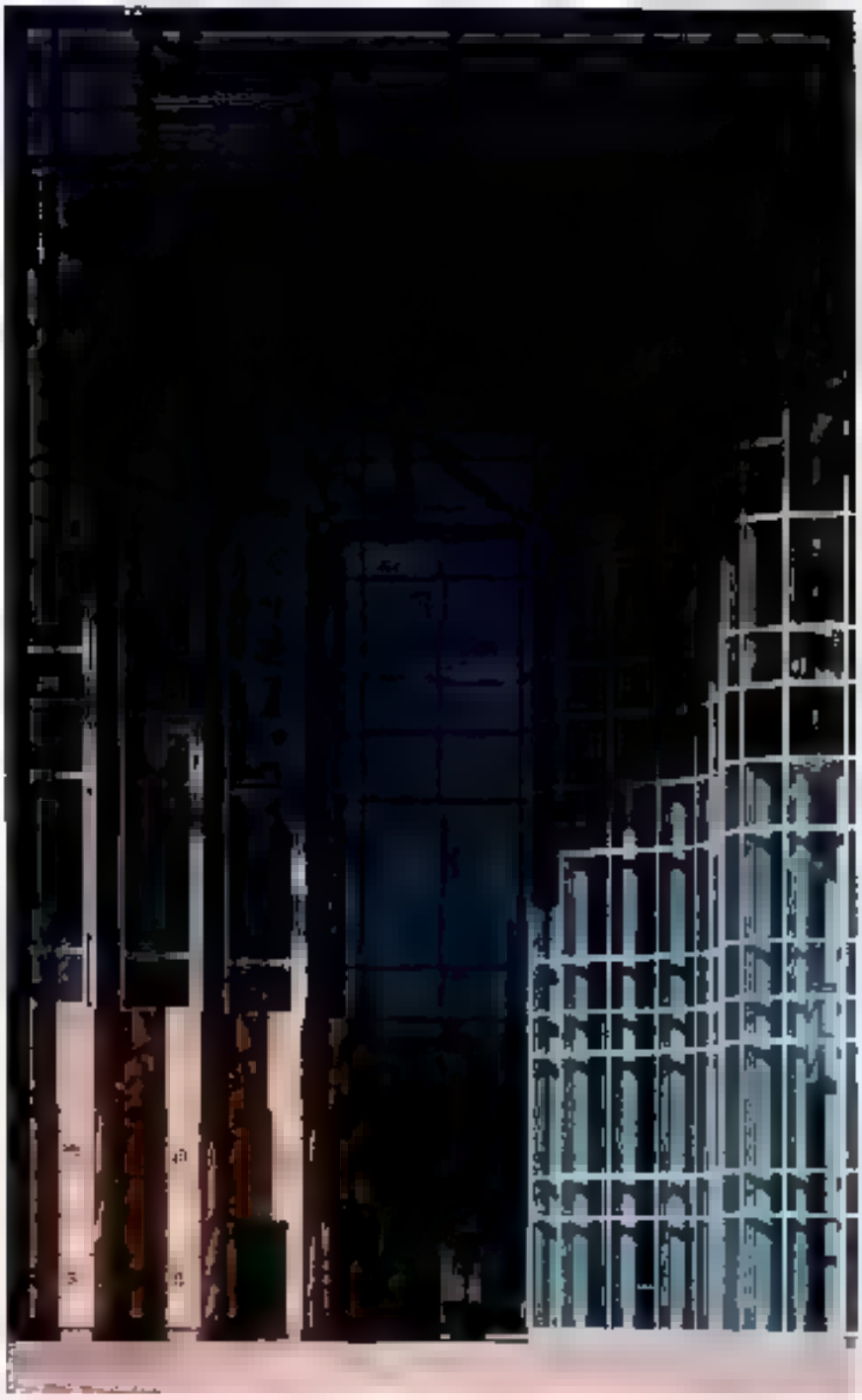
Landscape Architect
HOK Landscape Architects

Owner
Burger King Corporation

General Contractor
Cubbage Building Company

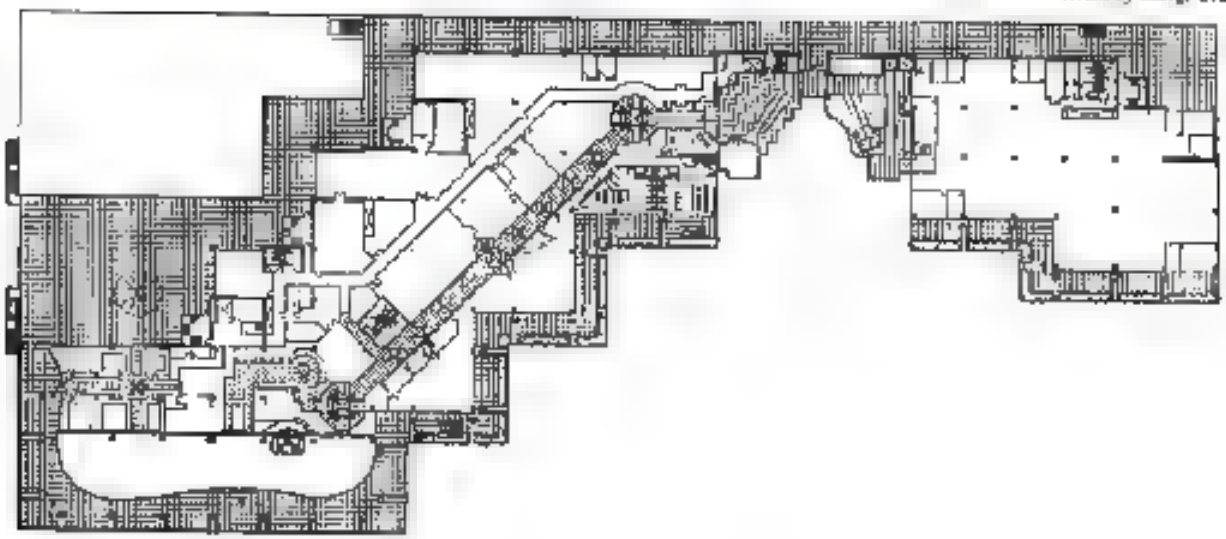
This project is a new headquarters for a leading chain of fast-food restaurants. The site is a fifty acre suburban tract in South Florida. Site planning was a key element in the design of the project. The existing jungle was left intact wherever possible and restored where necessary. The buildings themselves occupy less than five percent of the site. The two lower levels of each building are dedicated to parking facilities. This allows the buildings as required for safety in the event of floods or hurricanes. The main building has four upper floors of office space. Large floor planes allow maximum flexibility for the client's frequently changing space needs.

Exterior materials are precast concrete and glass. The concrete is pink with a gilded and textured pattern and the accent is aqua and pink marble.



Jury — "The large strong building has a wonderful sense of scale. There is careful follow through in detail and color and the strong entry expression and appropriate parking for the outside activity."

Photo by George Cox



Bayside Marketplace

Miami, Florida

Architect
Benjamin Thompson & Associates, Inc.
Cambridge, Massachusetts
and
Spillis Candela & Partners
Coral Gables, Florida

Consulting Engineers
Spillis Candela & Partners

Landscape Architect
Albert R. Perez & Associates

Owner/Developer
Rouse Miami, Inc., a subsidiary of
The Rouse Company

General Contractor
J.C.B. Constructors

This festive marketplace was designed to celebrate its waterfront site. The project pairs two sets of pavilions containing the open market shed, and continues with a promenade along the water's edge.

The new complex mixes a variety of elements: new, innovative spaces, restaurants, open public gathering spaces, small scale retailing and places for sitting and people watching.

The breezy, multi-level pavilions play host to regional shops, restaurants, market stalls, and outdoors and waterfront bars. The overall tropical blend of architectural elements is not unlike the diverse cultural elements brought together by Miami's cosmopolitan nature.

To minimize the use of air conditioning systems and to increase energy efficiency, the project uses natural ventilation, exterior breezeways, shaded open spaces, with fountains, porches, wall fans, and louver and Bahama shuttered windows to control heat build-up.

Gallery The architecture of [illegible] reflects surroundings. This [illegible] shaped [illegible] and [illegible] adapts to the [illegible] Florida climate [illegible]

Photo by [illegible]

Shoar Residence

Punta Gorda, Florida

Architect
Suzanne Mannarino

Consulting Engineer
[illegible] Structural Engineer

Owner
Mr. and Mrs. Melville Shoar

Photographer
Steven Brooke

This coastal [illegible] was [illegible] to capture the [illegible] of a luxury [illegible] with a large room [illegible] a [illegible] garden [illegible] water [illegible] maintenance were [illegible]

The house is organized in [illegible] the [illegible] water [illegible] the masonry [illegible] through the [illegible] of the house. [illegible] forms is on the Southern [illegible] Punta Gorda [illegible]

[illegible] generous [illegible] the [illegible] of the house [illegible]

The [illegible] protect the [illegible]

Jury This simple house [illegible] elevated [illegible] and [illegible]

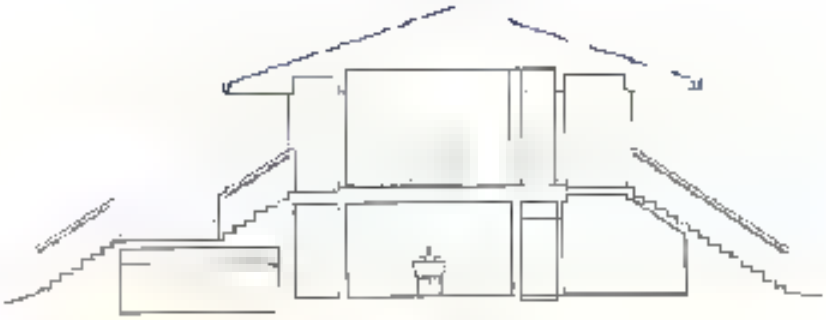
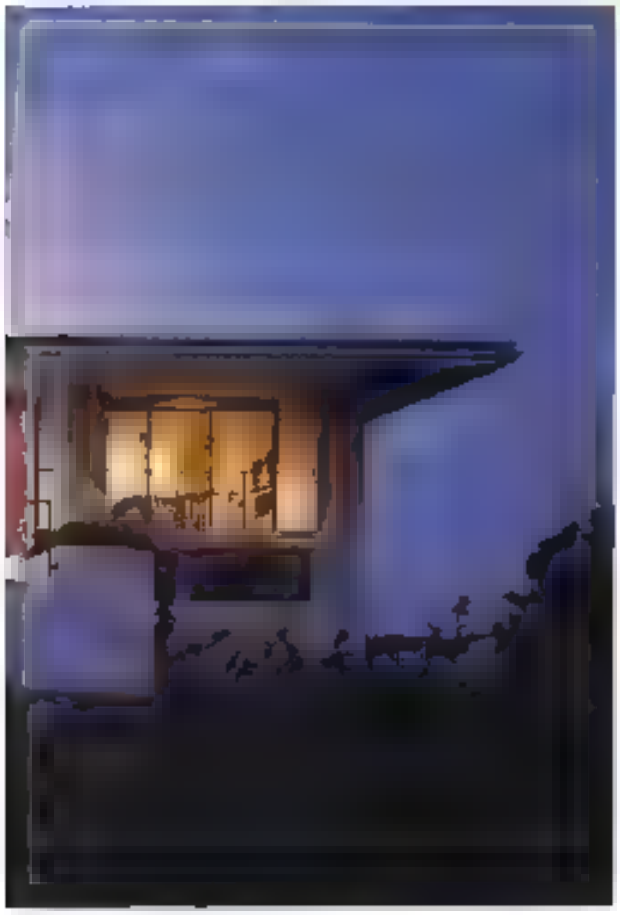
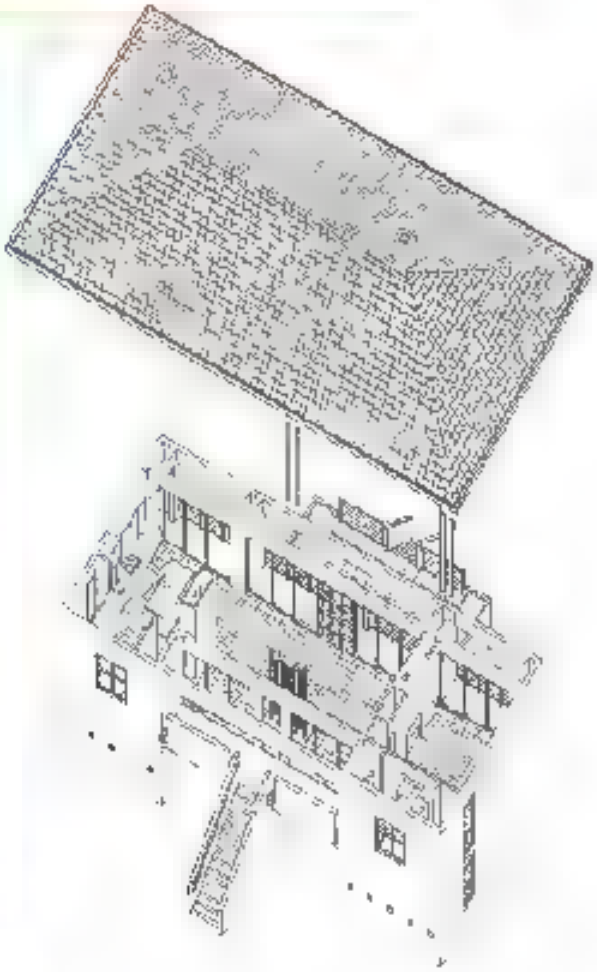


Photo by Steven Brooke





Airside "F" - Tampa International Airport

Tampa, Florida

Architect
[illegible]
Rowe Holmes Hummel Rissell Architects, Inc.
Associated Architects
[illegible]
Principal-in-Charge
[illegible]
Project Architect

Consulting Engineers
[illegible]
Heidt, Kelley Schah and [illegible]
Keith Hampton and Acom

Lighting Consultant
Wolfram Cunningham Acom

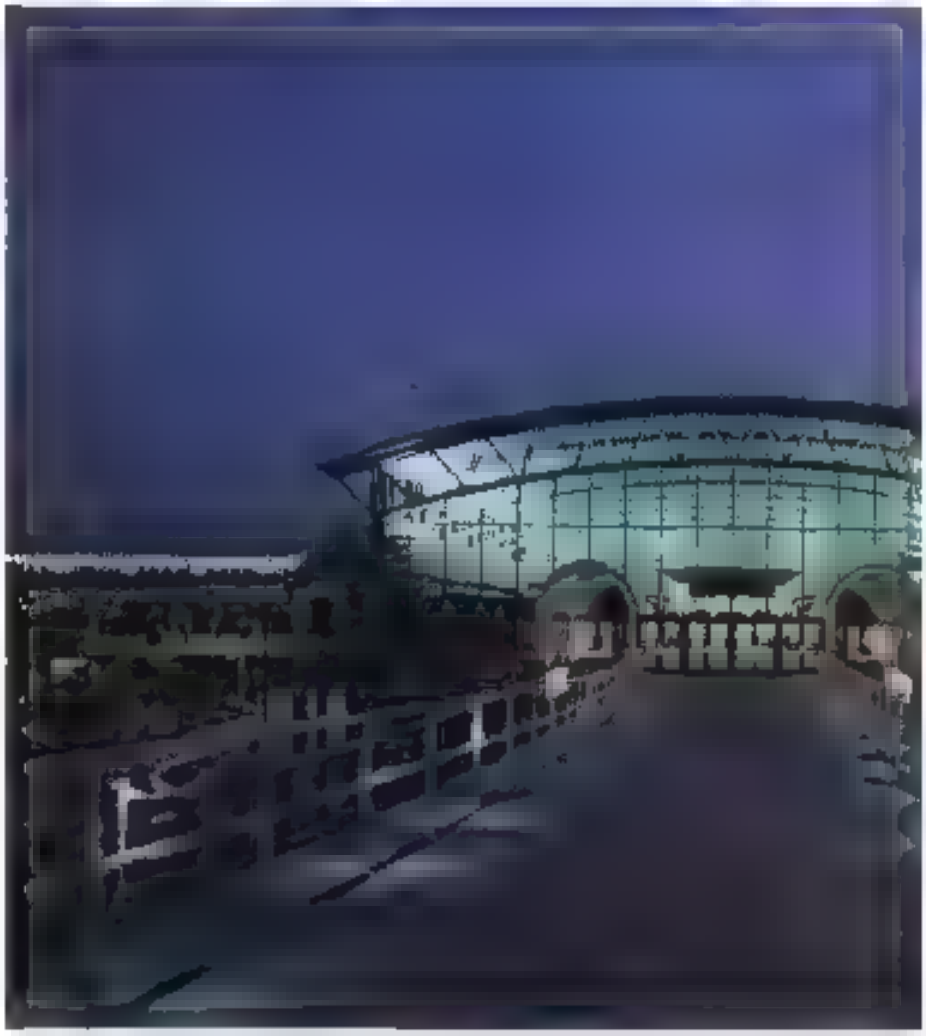
Graphics Consultant
The Rigsby Group

Carpet Design Consultant
Joseph A. Nuzzo

Landscape Architect
Design Arts Group, Inc.
Rowe Holmes Hummel
Rowe Architects, Inc.
Associated Architects

Owner
[illegible] County Aviation Authority

General Contractor
Turner Construction [illegible]



[illegible] program [illegible] a [illegible] airside terminal [illegible] be added to the existing [illegible] at Tampa airport. The envelope of the building is dominated by [illegible] of [illegible] and [illegible] of the [illegible] from the greater number of gates.

This [illegible] SOUTH [illegible]. The lower level [illegible] the [illegible] passengers [illegible] the [illegible] of [illegible] on aircrafts. The upper level comprises general [illegible] passenger [illegible] and [illegible] the middle [illegible] level.

[illegible] a [illegible] atmosphere conducive to movement by large number of people, always [illegible] was provided. The upper level [illegible] the [illegible] crowded [illegible] per [illegible] of [illegible] Airport [illegible].

[illegible] material [illegible] a [illegible] of [illegible] and [illegible]. The [illegible] goal was to create a sense of space [illegible] the [illegible] terminal.

Photos by George [illegible]

[illegible] proposed structure [illegible] the [illegible] interior [illegible] The [illegible] [illegible] [illegible]

North Dade Justice Facility

Miami, Florida

Architect
Arquitectonica International
[illegible]
Miami, Florida

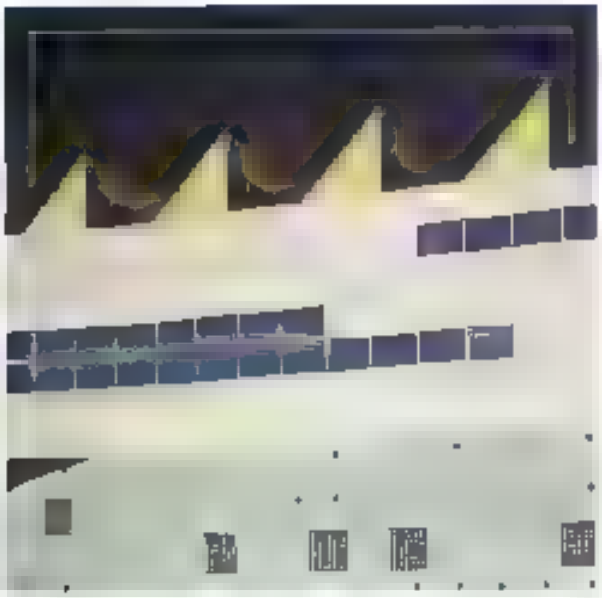
Consulting Engineers
Cooperman & [illegible]
Atlanta
Robert H. Turner
Post, Buckley, Schuh & Jernigan

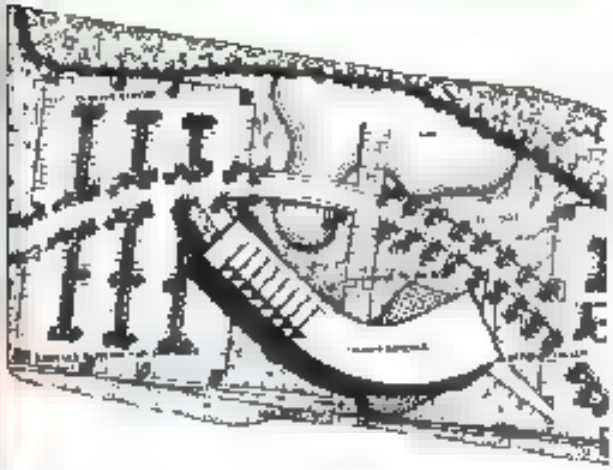
Special Judiciary Architectural and Program Consultant
[illegible]
[illegible]

Landscape Architect
Ted Baxter Group

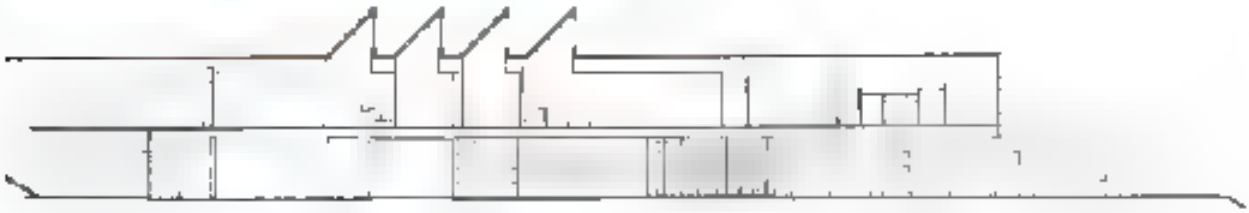
Owner
Metropolitan [illegible]
[illegible]

This [illegible] building [illegible] Miami [illegible] The [illegible] the main [illegible] building [illegible] [illegible] [illegible]





Photos by Princeton Cameraman Paul Warchol



Medical Office Building

Palm Harbor, Florida

Architect
[illegible]

Landscape Architect
Rasmussen & Associates, Inc.

Owner
Michael [illegible] Donnell, M.D.

General Contractor
[illegible]

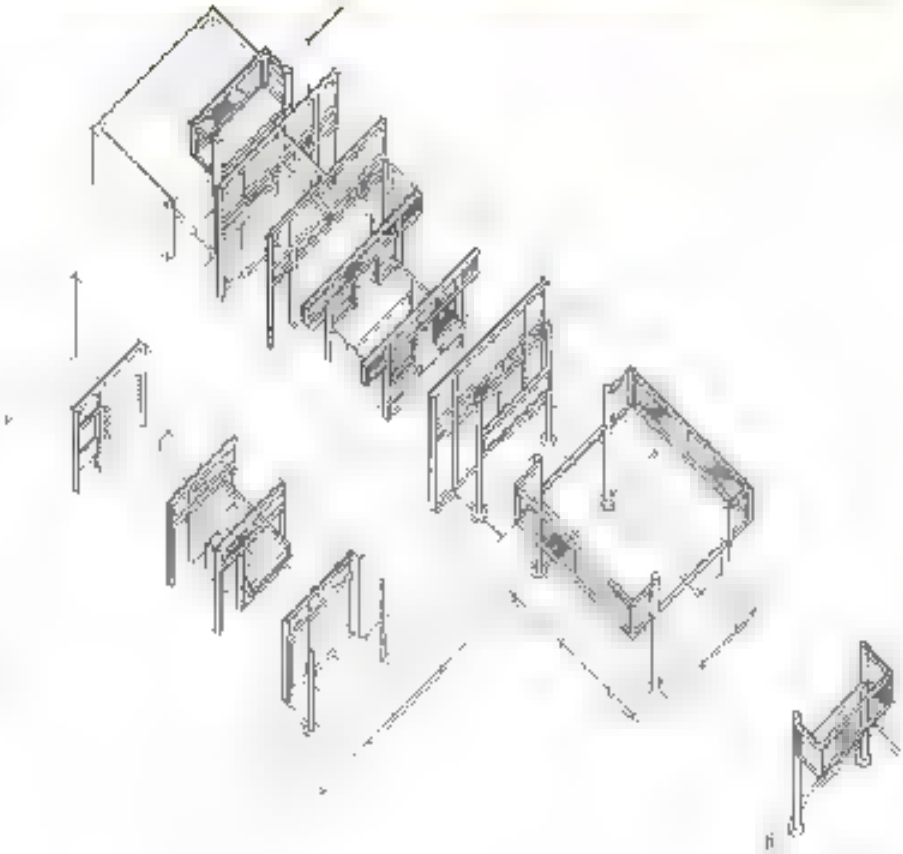
Photo by [illegible]

The design for this 6,000 square foot medical building [illegible] to incorporate an international [illegible] design image. The [illegible] a [illegible] [illegible] and [illegible] [illegible].

The site is [illegible] 600' [illegible] from a major highway. Two [illegible] entrance [illegible] increase the visibility of the building. Drainage [illegible] [illegible] and [illegible] [illegible] [illegible] the [illegible] of the interior [illegible] system.

In two [illegible] the building [illegible] to high [illegible] by [illegible] increase of support spaces. The glass [illegible] which [illegible] [illegible] the [illegible] of an interior of [illegible] and [illegible] [illegible]. The [illegible] [illegible] lightness to the building during the [illegible] hours and [illegible] the [illegible] provide [illegible] [illegible].

[illegible] through several [illegible] the building [illegible] [illegible] and [illegible] [illegible].



Jury [illegible] [illegible] [illegible]

Independent Day School

Tampa, Florida

Architect
The Architects Studio
Tampa, Florida

Consulting Engineers
Florida [illegible]
Neal Engineering
Associates, Inc.

Landscape Architect
The Architect Studio

Owner
The Independent Day School
Board of [illegible]

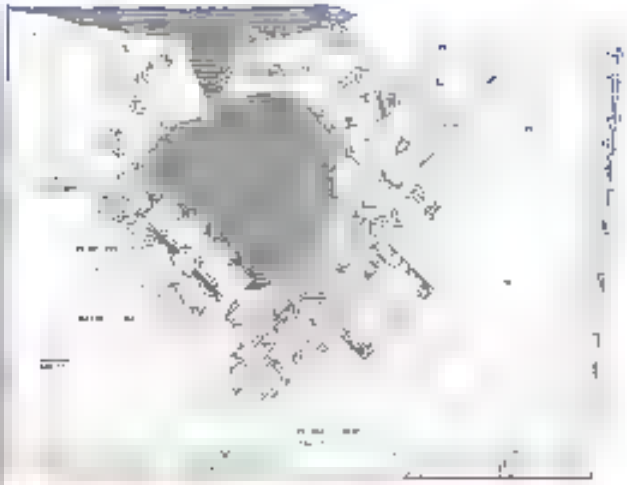
General Contractor
[illegible]

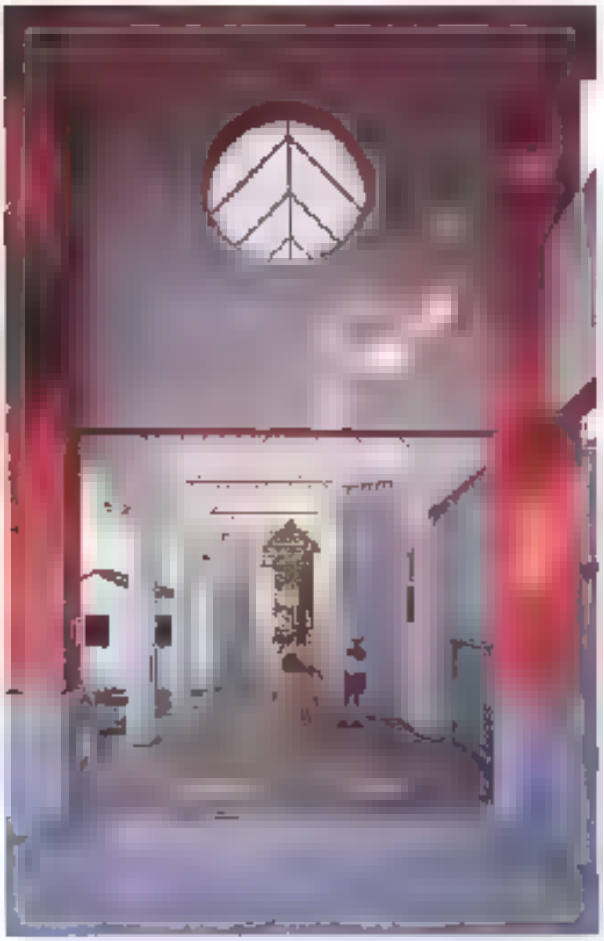
This project is a private school for grades [illegible] through [illegible] grade. The project [illegible] design [illegible] campus and the [illegible] [illegible] and administrative [illegible].

[illegible] are [illegible] [illegible] [illegible] [illegible] grade.

[illegible] Walled [illegible] will [illegible] [illegible] design challenges. Although [illegible] [illegible] [illegible] [illegible]

Photo by George C. [illegible]





Moog Inc., Engine Controls Division

Pinellas County, Florida

Architect
[illegible] Tampa, Florida

Consulting Engineers
Benton & Ridley Inc
Robert P. Moore & Associates

Landscape Architect
[illegible]

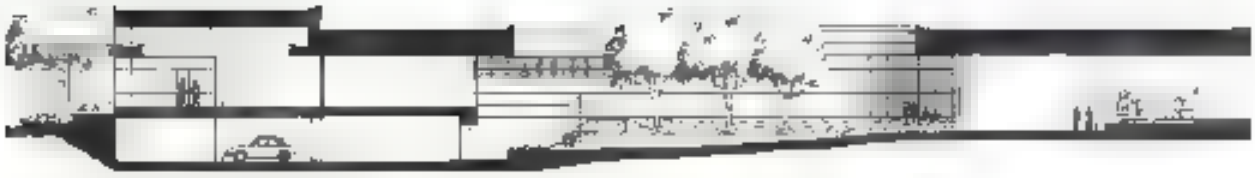
Owner
Moog Inc

General Contractor
Enterprise Building Corporation

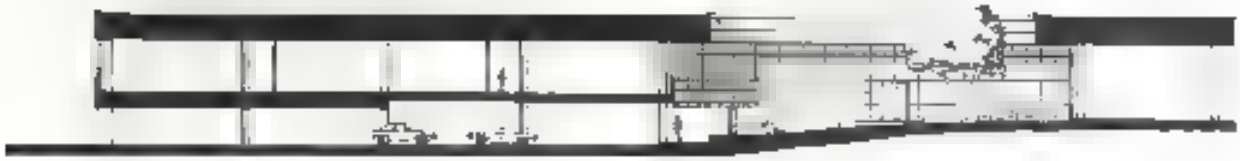
The project is 70,000 square feet [illegible] development [illegible]. The owners required a building which reflected their [illegible] philosophy toward their employees and their surroundings. Primary goals included an open work environment, and the [illegible] of all employees [illegible].

Most of the site is located [illegible] and [illegible] to include the impact of the building on the environment. Sensitive areas [illegible] requirements [illegible] the building [illegible] parking, which [illegible] manufacturing shop [illegible] throughout the building, the [illegible] location and the [illegible] use of glass are intended to provide a comfortable work environment [illegible] the natural surroundings.

Jury — The building seems to work well with natural light, both inside and out. The [illegible] are appropriate [illegible] combination of solids and voids [illegible] and which [illegible] with the white [illegible] building [illegible] sculpture.



SECTION A



SECTION B

Banco de Credito

Lima, Peru

Architects
[illegible]

Consulting Engineers
[illegible]
Associates

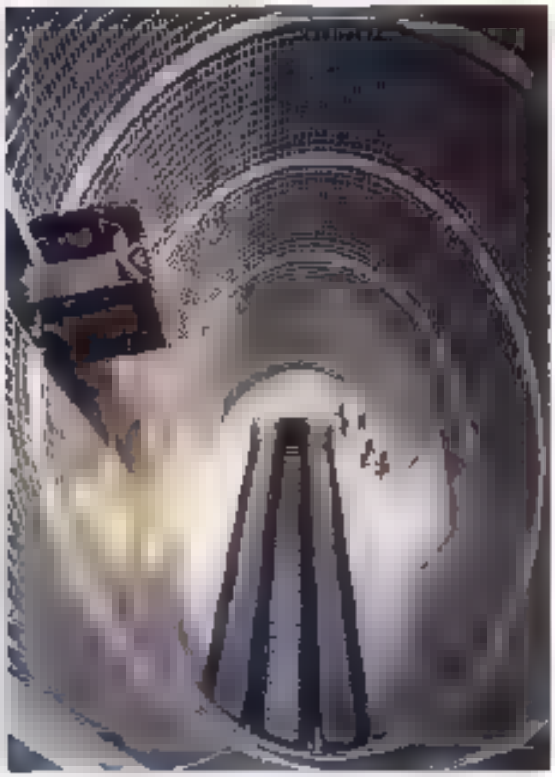
Landscape Architect
[illegible]

Lighting Consultant
[illegible]

General Contractor
[illegible]

Owner
[illegible]

This [illegible] square [illegible] [illegible] [illegible]



Interior Architecture, NCNB tenant space

Tampa, Florida

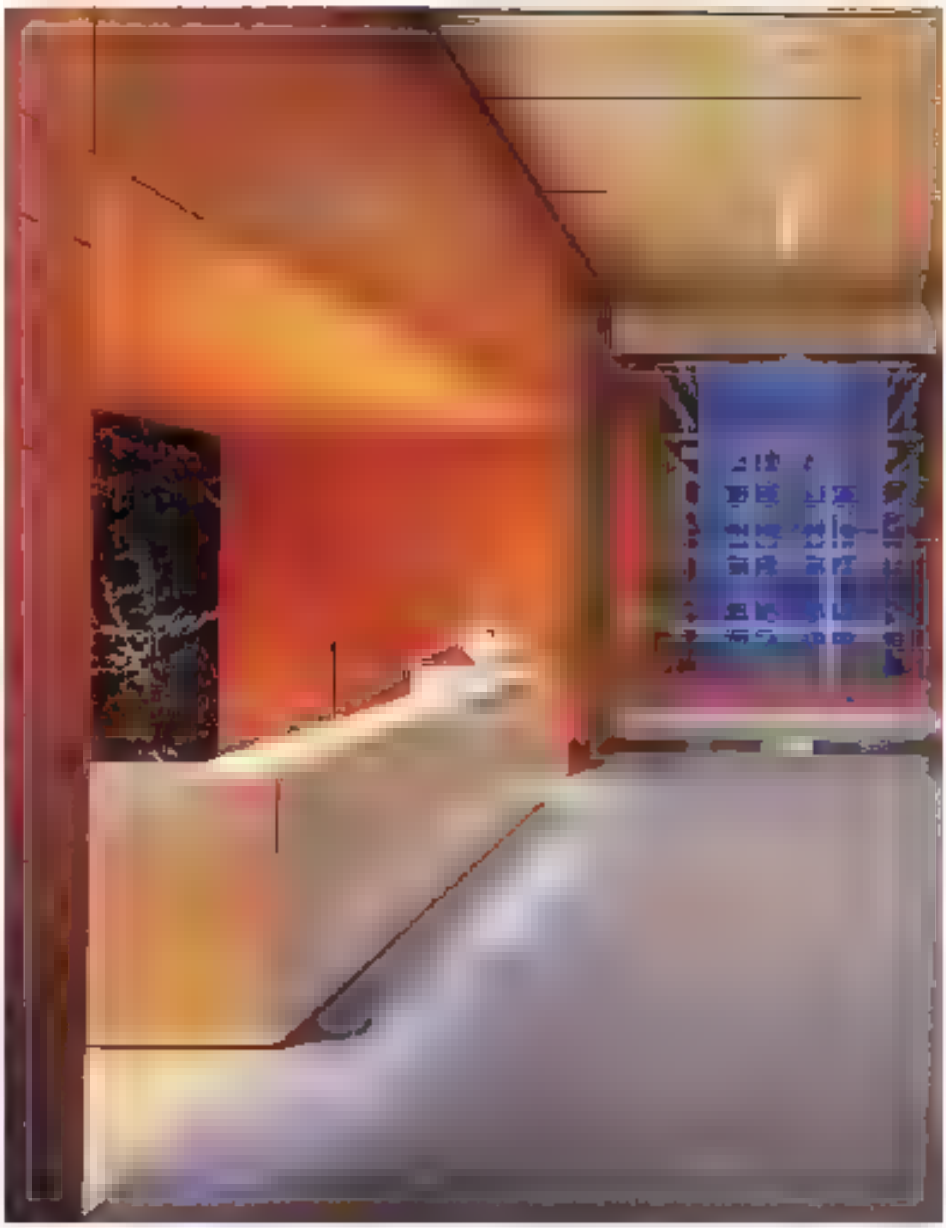
Architect
Associated Space Design, Inc.
Tampa, Florida

Owner
NCNB Tower Associates

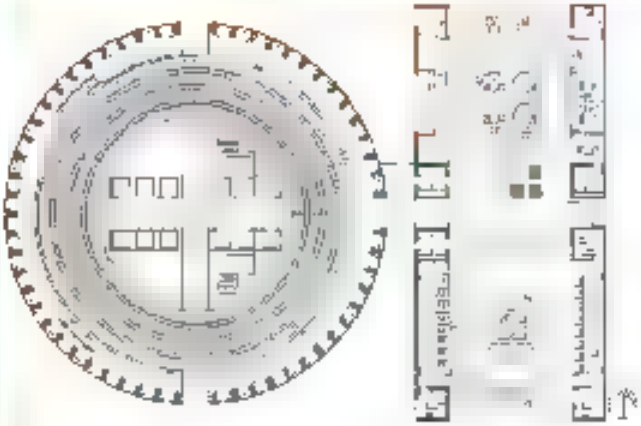
General Contractor
Pace Construction

"This project is composed of two connected spaces: a 21-floor tower serving the bank's corporate needs and a 6-floor atrium serving the bank's public needs. The design concept for the tower addresses the bank's requirement for an open, flexible office plan which responds to the circular form of the building. The backbone of the tower, which creates a square form within the circle, is a space which defines circulation, establishes access and secondary points and distributes services. Lighting and communication cabling.

Finishes were selected to enhance the building materials, i.e. French limestone, Texas sandstone, polished marble and canary teak.



Jury: "This simple, elegant project has beautiful details. There is a highly controlled relationship between the architecture and the interior design, as shown materially contrast of a sophisticated interior. There is total coordination of space, light, color, materials and detail."



Rio

Architect
[illegible] International
[illegible]
Mario Pani [illegible] Associates, Inc.
[illegible]

Consulting Engineers
[illegible]

Landscape Architects
[illegible] Peter Walker [illegible]
Mitchell Schwartz [illegible]

Signage and Graphics
[illegible] Brasier Design
[illegible]

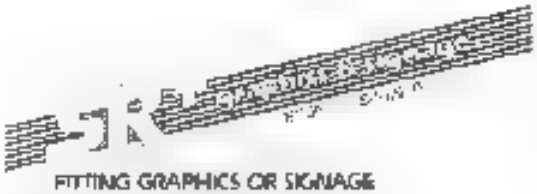
General Contractor
[illegible]

Mechanical Contractor
[illegible]

Electrical Contractor
[illegible]

Owner/Developer
[illegible] and Company

[illegible] 0,000 square [illegible] is primarily a [illegible] entertainment [illegible] [illegible] [illegible]



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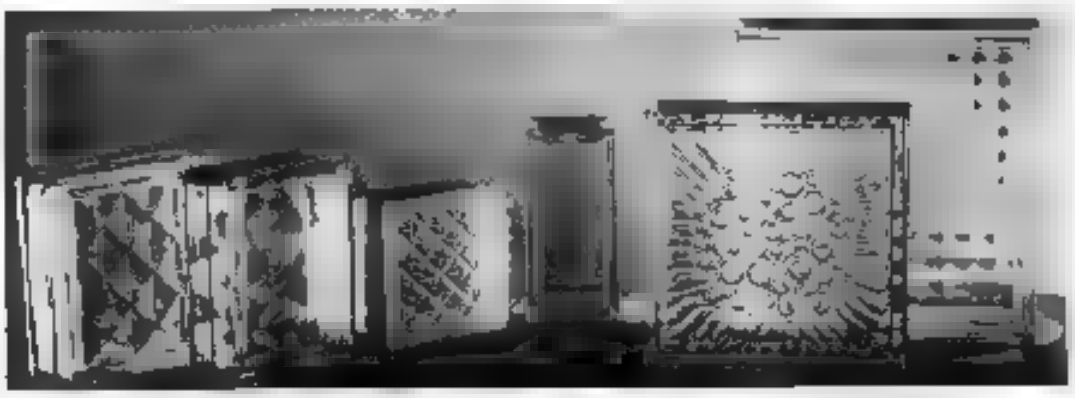

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All Children's Hospital in St. Petersburg recently completed the conversion of an abandoned church into a medical education and conference center. The project used a polymer-modified cementitious insulating finish system. EIFS was selected for two purposes: to preserve the architectural integrity, while making the [illegible] look like new.

Renovations included the addition of a 600-seat auditorium, an audio-video production facility, and a [illegible] outpatient center, as well as administrative offices. A glass-enclosed front lobby and a canopied porte-cochere at the rear improved public access. Hospital officials selected Hierarchy Associates, Architects & Planners, to design the facility. Project architects John McCullough and assistant project architect [illegible] were responsible for specifying the polymer-modified impact-resistant system of insulating [illegible] for the exterior [illegible] walls and [illegible]. Senertuk from Senergy, Inc., in Cranston, Rhode Island. Fernald & Walker, the oldest plastering contractor in Florida, was selected for the application.

Since work was in a very [illegible] interior space, [illegible] problems with noise regulation were concerned. EIFS with its light insulation board was a good practical choice. Micro-Fiber could be added within strategic areas of space and at the same time the [illegible] would be upgraded as required. [illegible] EIFS also allowed the architects to refine the building and use details such as [illegible] that wouldn't have been possible [illegible].

[illegible] Hospital [illegible] and hung in walls [illegible] with [illegible] finish [illegible] the dryness of the foam insulation, building up thick layers of stucco, which are more likely to crack later.

All Children's Hospital's new [illegible] and conference center, designed by Hierarchy Associates, was converted from an abandoned church nearby and Senergy's impact-resistant polymer-modified cementitious insulating and finish system was used to add interior space, prevent water penetration and resist local vibrations.

Correx

The specifications for TASSO's diagonal texture wallcovering were incorrectly stated in the July issue of FA. Ancil (or bolt) of TASSO is 39 inches wide by 54 1/2 yards long.

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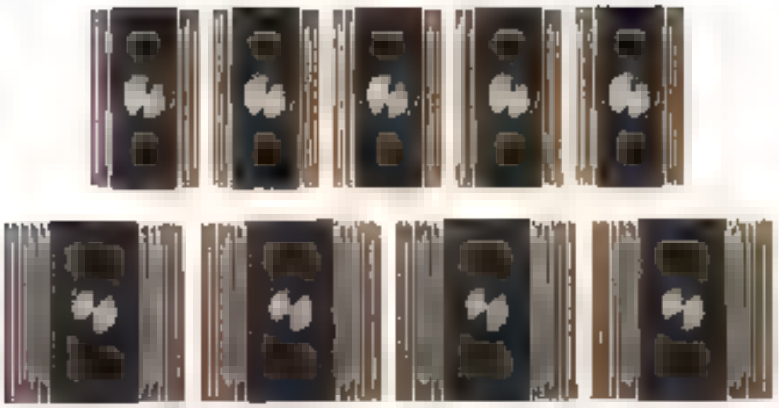

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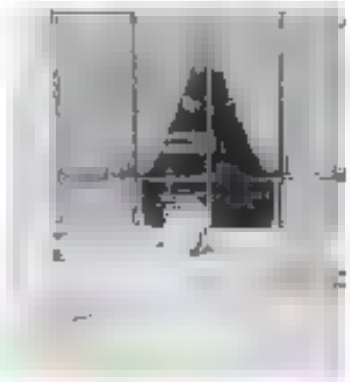
OFFICE PRACTICE AIDS

Video: A Marketing Edge for the 1990's

By Leslie Draper



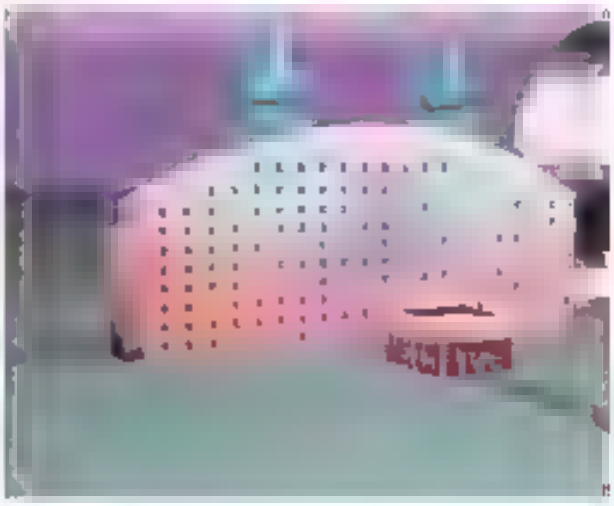


Figure [illegible] Video production from Engineering Productivity Inc. [illegible]

Ask the company to help you develop a budget for the project and expect them to look for ways to save money without sacrificing product quality. Ask for specifics on any services or equipment that may cost your firm an extra fee beyond the original bid. And, that includes work your firm may be expected to provide that is not included in the contract. Get a written proposal that spells out all services in detail.

Ask when you will receive a detailed proposal and contract. Once they're started, and you've narrowed your choices to one or two companies, ask for a time schedule for the project. Remember, Murphy's Law is always a factor in video production, but you should still have a somewhat flexible schedule to follow from planning through completion.

Answers to these questions should give you a basic education for a well-informed, budget-conscious start on your first video project.

The author is President of AVID, a full-service video production company in Orlando.

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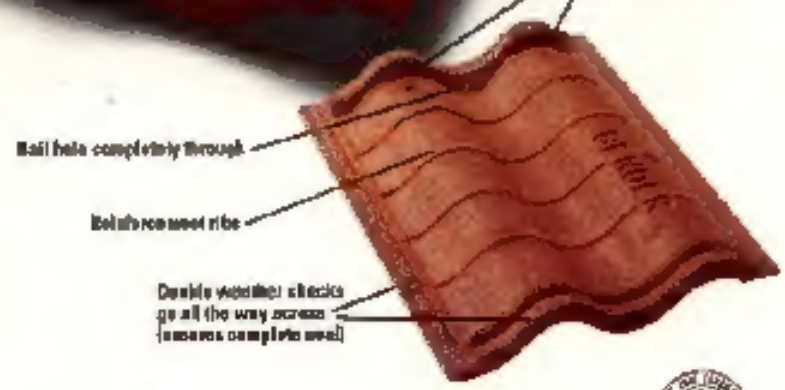

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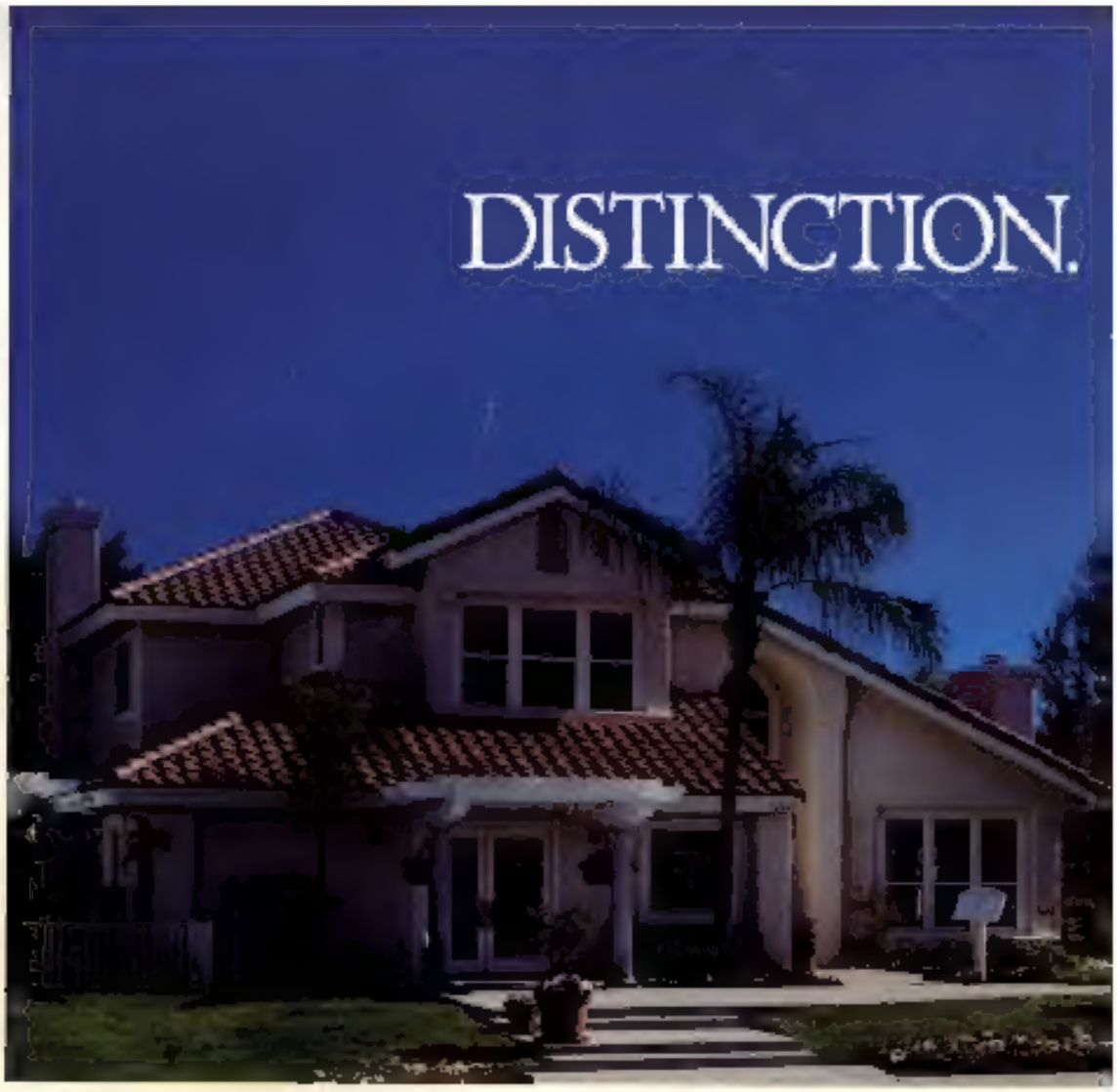

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